

**DADE HERITAGE TRUST**  
**Executive Committee Meeting Minutes**

<b>Date:</b>	<b>October 19, 1999</b>
<b>Location:</b>	<b>DHT Headquarters</b>

<b>Present:</b>		<b>Absent:</b>	
<b>Enid Pinkney</b>	<b>Rachel Parsons</b>	<b>Thorn Grafton</b>	<b>Penny Lambeth</b>
<b>Bill Murphy</b>	<b>Jeanette Poole</b>	<b>George Neary</b>	
<b>Becky Matkov</b>			

The meeting was called to order at 12:30 p.m.

**I. Approval of the Minutes**

A motion to approve the minutes was made by J. Poole, seconded by Bill Murphy; passed.

**II Treasurer's Report**

Bill Murphy presented the Financial Statement for September 1999. See attached.

Bill stated that according to the current financial status, "at this rate DHT will not be here next year" and that at the next Board meeting we need to focus the entire Board on the immediate need for income. Bill will not be able to attend the next Board meeting, but will be submitting a written report. He requested that President Enid Pinkney impress upon the members our dire financial situation and motivate them.

Becky Matkov is to approach foundations for donations.

Bill Murphy suggested sending out a "special appeals" letter. The Board advised Becky Matkov to draft a letter to be sent out from DHT by Enid Pinkney and Bill Murphy.

**III. Hurricane Damage**

A tree to the south of DHT headquarters fell on the walkway, porch and south entrance. B. Matkov is to call Margaret Pelton and ask her company to assist us with the clean up and help in "propping up" some of the downed trees.

**IV. Grant Update**

Enid Pinkney will represent DHT for a State grant applied for by the City of Miami in the amount of \$150,000.

B. Matkov will go to Tallahassee in November to ask for a \$28,000 State grant.

**V. Miami Circle**

The Miami Circle fundraising event was held at Fairchild Tropical Gardens on October 10<sup>th</sup>. The attendance raised \$12,000 and DHT presented a check for \$6,000 (\$2,000 from The Villagers and \$4,000 from individual donations), plus a check for \$3,000 from a Vision Earth Society.

Archeologists are back working on the site.

The Executive Committee discussed DHT's continuing efforts for raising funds for the Circle. B. Matkov is to ask Blanca Mesa to chair the Miami Circle fundraising committee.

Prepared by: Rachel Perkins Parsons

On October 23<sup>rd</sup> from 2 to 6 p.m. Swire Property is hosting a "History Day." B. Matkov is to contact Don MacCullough to have a DHT table at this event.

#### VI. Endangered Sites List

George Neary, Advocacy chair, was not available to report.

#### VII. Preservation Today

The magazine is to come out in November 1999. DHT is still receiving ads for this publication.

#### VIII. Miami's Historic Neighborhoods Book

DHT will receive 500 copies of the book to sell. The goal is for publication to be complete for sales during Dade Heritage Days. Ten authors have not yet submitted their chapters.

#### IX. Dade Heritage Days

On October 13<sup>th</sup> DHT hosted a meeting at its headquarters for participants in Dade Heritage Days. The meeting included general discussion on how to improve and advertise the events.

#### X. General Discussion

Thanks to Bill Murphy and Northern Trust for hosting a luncheon to educate local bankers regarding the value of restoration.

B. Matkov and Enid Pinkney met with Dade County School Board administrators Joe Mathis and Lilia Garcia to discuss their becoming more involved in DHT events. Specifically, for the School Board to contract with DHT for prospective Historic Tours.

Next Board meeting: Tuesday, October 26 at 5:30 p.m.

Holiday Party: December 7<sup>th</sup>, at Arva Parks' home

Submitted by: Rachel Parsons, Secretary

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Elizabeth Plater-Zyberk  
Janice Pryor  
Athalie Range  
Sarah Schaefer  
Giesnick

EXECUTIVE DIRECTOR  
Jacky Roper Matkov

DADE  
HERITAGE  
TRUST

Feb. 28, 2000

Ms. Ana Palmer  
American Express  
6619 S. Dixie Highway  
#381  
Miami, FL 33143

Dear Ana,

I certainly enjoyed talking with you at the Breakfast of Champions at the Hyatt, and I appreciate your encouraging Dade Heritage Trust to apply for American Express funding for Dade Heritage Days 2000.

Dade Heritage Trust was founded in 1972 as a 501(C)(3) nonprofit organization to preserve the architectural, cultural and environmental heritage of Miami-Dade County through advocacy, education and restoration. Our goal is to create a sense of place, of community, in our far-flung, often transient, South Florida.

With a small staff, 1000 members and a multitude of volunteers, we have accomplished much, including the million-dollar restoration of the Cape Florida Lighthouse on Key Biscayne, and our annual Dade Heritage Days celebration.

Begun by Dade Heritage Trust in 1984, Dade Heritage Days has now expanded to become a two-month-long celebration of over 100 different events showcasing Miami's rich and diverse cultural heritage. Events range from an architectural sail on Biscayne Bay to an exhibit of Cuban art, from a demonstration of Miccosukee craftmaking to a tour of Little Haiti. Lectures on history and architecture, restoration workshops, archival film fests, trolley and bicycle tours, open house tours of historic neighborhoods, and a myriad of one-of-a-kind events make Dade Heritage Days unique in its scope, variety and accessibility to all.

Attached is a draft of our brochure of events planned for Dade Heritage Days 2000, which will be printed with 50,000 copies distributed throughout South Florida. Special Dade Heritage Days highlights include:

--- A "Building Bridges" grand opening event at the historic Deering Estate, featuring the cuisine and entertainment of many different ethnic groups and the presentation of a "Building Bridges" Award to Miami-Dade Mayor Alex Penelas for his efforts to bring people together to save the Miami Circle archeological site.

--- Miami RiverDay, held in Lummus Park on the Miami River, with historic walking tours, costumed re-enactors at the 1858 Wagner Homestead and the 1849 Ft. Dallas Barracks, folk artists, antique boat exhibits, house tours of historic neighborhoods, and free watertaxi rides to Jose Marti Park for a Children's Earth Day celebration.

---The Miami City Cemetery Commemorative Service, organized by Dade Heritage Trust's African American Committee. Led by two marching bands, participants of all faiths and races march six blocks together from St. Agnes Episcopal Church to a huge tent on the historic cemetery grounds for speeches, singing and the presentation of awards to student winners of the essay contest on "Why I Am Proud of My Heritage."

---Preservation Awards at Gusman Cultural Center, featuring a performance of "Mouth of the River," an original play depicting the Miami Circle story through music and dance, presented by the drama departments of Florida International University and the University of Miami.

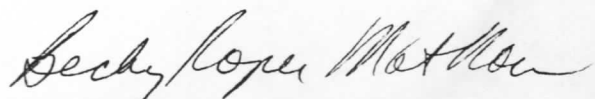
As South Florida grows ever more diverse, Dade Heritage Days offers us all a chance to "build bridges" across cultural barriers, to enjoy and appreciate each other's history and culture "up close and personal." By instilling a sense of pride in our community's collective past, we forge a bond of unity among old and new residents alike, enriching everyone's life.

For our efforts to promote South Florida's heritage and to "Build Bridges" from the past to the future, and across cultural barriers, Dade Heritage Trust respectfully requests a grant of \$40,000 from American Express to support Dade Heritage Days 2000.

Your support is very much needed, and would be greatly appreciated.

Thank you very much.

Sincerely,

A handwritten signature in cursive script, reading "Becky Roper Matkov".

Becky Roper Matkov  
Executive Director



## DADE HERITAGE DAYS 2000 BUDGET

### Expenses:

#### Program Services

(Insurance, equipment and trolley rental, re-enactors, etc.) \$7,500

#### Marketing

(Printing brochures, posters, street banners and invitations, photography, PSA's and ads, advertising in newspapers, magazines and on television, promotional materials, permits, postage, etc.) \$50,000

#### Personnel

(Coordinating and planning 100 events, designing and editing of promotional materials, writing press releases and dealing with the media, office and administrative support for multitude of Dade Heritage Days activities) \$46,000

**TOTAL EXPENSES: \$103,500**

### Cash Income:

Miami-Dade Cultural Affairs Council \$25,000

Peacock Foundation \$2,000

Colonial Bank \$5,000

J. Poole Associates, Inc., Realtors \$5,000

Ocean Club \$5,000

Swire Properties \$2,500

Total Cash \$44,500

### In Kind Income:

Miami Herald \$3,900

WTVJ-6 \$15,000

Total In-Kind \$18,900

**TOTAL INCOME \$63,400**

**AMOUNT REQUESTED OF AMERICAN EXPRESS: \$40,100**

## DADE HERITAGE TRUST

Dade Heritage Trust's core mission is to preserve the architectural and cultural heritage of all Miami-Dade County, with the goal of creating a sense of community, of place. Dade Heritage Days itself is a program designed to do just that. Over 100 events give the public opportunities to enjoy the heritage and talents of many different ethnic groups and to visit historic sites and neighborhoods they may not be familiar with, from Miami Shores to Key Biscayne, from Hialeah to Miami Beach and Homestead.

Dade Heritage Trust's African American Committee meets monthly to plan and produce the Miami City Cemetery Commemorative Ceremony and the Student Essay Contest on "Why I Am Proud of My Heritage." Dade Heritage Days also includes historic tours of Opa-locka, Overtown and Little Haiti. Dade Heritage Trust convened a neighborhood revitalization workshop in Brownsville to explore that area becoming a Florida Main Street community. In addition, Dade Heritage Trust has taken a leadership role in working to preserve Virginia Beach, special to many in the black community.

Dade Heritage Trust has partnered with the Miami Downtown Development Authority on the "Main Street" program for Flagler, working with many Hispanic property owners and civic leaders to revitalize Miami's urban center. We have also focused much attention on improving the Lummus Park and Miami River neighborhoods, sponsoring RiverDay and a planning charette. Dade Heritage Days includes tours of Little Havana, Hialeah and Espanola Way, often discussing the Spanish influence found in so much of Miami's historic architecture such as the Freedom Tower. We are also working with historians to document the Bobby Maduro Stadium which has ties with Cuban history.

Dade Heritage Trust presents architectural slide shows to students in the public schools and to civic groups as well, interfacing with people of all races, ethnic groups and abilities. Our annual "Building Bridges Award" Dinner honors an outstanding community leader who has reached out to others across cultural barriers. Our restoration projects, such as our million dollar restoration of the Cape Florida Lighthouse, also unite people of all groups. In leading the charge to save the Miami Circle archeological site from imminent destruction, we united a vast array of people of all ages and races and cultural groups, including many of Native American and Caribbean origin.

Currently, Dade Heritage Trust is editing and publishing a book on **Miami's Historic Neighborhoods**. Twenty-five of Miami's most distinguished historians and writers are contributing chapters to showcase Miami-Dade County from one end to the other.

Dade Heritage Trust's Board is multi-cultural. Our past president, Herb Sosa, is a Cuban American. Our current president, Enid Pinkney, is an African American with Bahamian ancestry. Our executive director is a white Southerner from Virginia. Our office manager is Puerto Rican. We are all united by our love for Miami and our community.

## **DADE HERITAGE DAYS 2000**

Whether it is an architectural sail on Biscayne Bay, a moonlit concert at the Barnacle, an exhibit of Cuban art, a live demonstration of Miccosukee craftmaking, a visit to Little Haiti, or a tour of historic neighborhoods, Dade Heritage Days is an opportunity to see our community "up close and personal." Dade Heritage Days is unique in its scope and variety, with one-of-a-kind events accessible to all.

Hundreds of thousands have attended Dade Heritage Days events. Lectures, biking and walking tours, trolley and boat trips, neighborhood open houses, archival film fests, and historical re-enactments are only a sampling of the array of events Dade Heritage Trust orchestrates with the support of hundreds of volunteers.

A highlight of Dade Heritage Days is Miami RiverDay, begun by Dade Heritage Trust in 1997 with the cooperation of the City of Miami, Downtown Development Authority and the Miami River Commission. Held in historic Lummus Park on the Miami River, RiverDay features watertaxi tours, musicians, folk artists, children's activities, antique boats, and costumed re-enactors bringing to life pioneer days. Tours include the park's 1858 Wagner Homestead and the 1847 Fort Dallas Barracks, the Scottish Rite Masonic Center, Flagler's "Main Street", and a house tour of the Spring Garden historic district. RiverDay is a festival for all ages, attracting thousands of residents and tourists alike.

Another highlight of Dade Heritage Days is the Miami City Cemetery Commemorative Service. For the last seven years, Dade Heritage Trust's African-American Committee has organized this tribute to Miami's most historic burial ground, the final resting place of Julia Tuttle and hundreds of pioneers. Led by two bands, participants of all faiths and races march six blocks together from St. Agnes Episcopal Church to a huge tent on the cemetery grounds. A multi-cultural memorial service includes presentations to winners of Dade Heritage Trust's Student Essay Contest on "Why I Am Proud of My Heritage." This past year, the famous Ink Spots singing quartet were the grand marshals, performing and dedicating a memorial to a former member interred in the City Cemetery.

Every year Dade Heritage Trust adds new attractions to Dade Heritage Days. For Dade Heritage Days 2000, we are planning a special event at the newly restored Deering Estate and are working on presenting an historic play at the Coconut Grove Theater.

As Miami Dade County grows ever more diverse, Dade Heritage Days provides us all with a better understanding of the history of this place we now call home. By instilling a sense of pride in our community's collective past, we forge a bond of unity among old and new residents alike, enriching our present and future.

**"BUILDING BRIDGES"**

**A Grant Proposal to The William J. & Tina Rosenberg Foundation**

**from**

**DADE HERITAGE TRUST**

**Request: \$15,000 in support of Dade Heritage Trust's "Building Bridges" initiative to reach out to people across cultural barriers to instill a sense of pride in our community's collective history and culture**



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M. Athalie Range  
Morah Schaefer  
Glen Glesnick

**EXECUTIVE DIRECTOR**  
Becky Roper Matkov

**DADE  
HERITAGE  
TRUST**

February 20, 2000

Mr. Jack Admire, President  
Ms. Ruth Admire, Administrator  
The William J. & Tina Rosenberg Foundation  
2511 Ponce de Leon Blvd., Suite 320  
Coral Gables, FL 33134

Dear Jack and Ruth,

Since 1972, Dade Heritage Trust has worked to preserve Miami-Dade County's architectural, cultural and environmental heritage. Efforts have been on many fronts, including advocacy, educational outreach, and restoration projects, such as the Wagner Homestead, Dr. Jackson's Office, and the Cape Florida Lighthouse.

With the support of the Rosenberg Foundation in 1998, Dade Heritage Trust launched a "Preserving Public Places" campaign to publicize the plight of some of Miami's most neglected historic sites and neighborhoods.

As a result of this effort, we succeeded in making tremendous strides in protecting and preserving the historic Miami City Cemetery from vandalism and public indifference. Thanks to our efforts, over \$20,000 in donated trees were planted, an attractive security fence is being installed, the adjacent vacant lot has been cleared of debris and garbage, and hundreds of volunteers have beautified the cemetery grounds and scrubbed graffiti off tombstones.

Dade Heritage Trust also awakened the public to the possibilities of the Lummus Park neighborhood as an historic district. Under our initiative, RiverDay has become an annual event attracting thousands, the park is now open on a daily basis, with a horse patrol and policeman on the grounds, and a poorly planned highrise project has been reconfigured to be more sensitive to the historic character of the area.

We have also partnered with the Downtown Development Authority to bring the Florida Main Street Program to Flagler along Miami's central business district. Much progress has been made in awakening downtown merchants and the business community to the potential of their historic resources. We have worked on design issues, special events, cleanliness and safety concerns, and bringing residential use back to the historic heart of Miami.

Dade Heritage Trust was the first to step forward to save the Miami Circle archeological site from being demolished to build a residential highrise. Countless hours of advocacy and nonstop organizing and publicity on our part went into turning the political tide so that the State and County would acquire and preserve this one-of-a-kind historic treasure.

In December, Dade Heritage Trust released its list of Miami-Dade County's Ten Most Endangered Sites. At the top was the Freedom Tower, which had been neglected and left windowless by the Mas family for two years. Within 24 hours of the Herald's front page article of our press conference, Jorge Mas contacted us, invited us to a meeting, and promised to "button up" and secure the building by December 31, which he did.

Also on the Endangered Sites list is Virginia Key. Led by Dade Heritage Trust President Enid Pinkney and Trustee Gene Tinnie, Dade Heritage Trust has been advocating to save this once-black beach from development and to preserve it as a park.

As a result of working over the last two years with so many different ethnic and cultural groups, it has become apparent to us that one of the most important services Dade Heritage Trust can render is to "build bridges" across cultural barriers.

In a community often torn with misunderstandings among different groups, we represent not just one special cultural group or interest, but the collective heritage of our entire county. We facilitate communication among different organizations and individuals; we work to educate the public about the richness of the history of different neighborhoods and eras, and we defend the historic and environmental resources of our community for all to enjoy.

To emphasize this aspect of our work, we have titled our upcoming Dade Heritage Days 2000 "Building Bridges." By showcasing historic sites from Homestead to Miami Beach, from Overtown to Key Biscayne and Miami Shores, we build bridges. By bringing together scores of groups from all over our county to cooperatively plan over 100 different historic and cultural events, we build bridges.

By instilling a sense of pride in our community's collective past, we forge a bond of unity among old and new residents alike, enriching everyone's present and future.

For our "Building Bridges" initiative to bring people together across cultural barriers, Dade Heritage Trust respectfully requests from the Rosenberg Foundation a grant of \$15,000.

Your support is sorely needed, and would be deeply appreciated.

Thank you very much.

Sincerely,

A handwritten signature in cursive script that reads "Becky Roper Matkov". The signature is fluid and elegant, with a long horizontal flourish at the end.

Becky Roper Matkov  
Executive Director



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EXECUTIVE DIRECTOR  
Becky Roper Matkov

DADE  
HERITAGE  
TRUST

February 18, 2000

BY FAX  
305-406-1818

To: Mr. Jorge Mas

From: Becky Roper Matkov  
Executive Director  
Dade Heritage Trust

On behalf of Dade Heritage Trust, Miami-Dade County's largest historic preservation organization, I am writing to thank you for your action in "buttoning up" the Freedom Tower exterior and ensuring its security.

We appreciate your so graciously sharing your vision for the Freedom Tower's future with us, and we were glad to participate in your press conference.

Knowing of your love for Miami's heritage, we would like to offer you the opportunity to be a sponsor of Dade Heritage Days, Dade Heritage Trust's two-month-long celebration of Miami's history and culture.

I have attached the sponsorship levels for your consideration. This would also be a very good way to publicize your upcoming May 20th Open House for the Freedom Tower.

We look forward to working with you in the future!

*Becky Roper Matkov*

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**EXECUTIVE DIRECTOR**  
Becky Roper Matkov

**DADE  
HERITAGE  
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February 18, 2000

**BY FAX**  
954-713-2652

**To:** Ms. Tracy Quan  
Sun International Trust

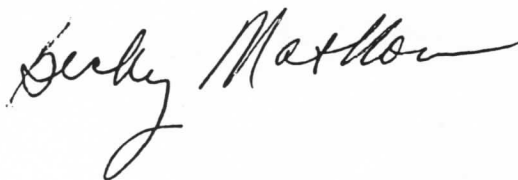
**From:** Becky Roper Matkov  
Executive Director  
Dade Heritage Trust

At the request of Dade Heritage Trust Board member Neil Robertson, I am attaching information on sponsorship opportunities for Dade Heritage Days 2000, our upcoming celebration of Miami's cultural heritage.

As you can see, sponsors of Dade Heritage Days are given much publicity and recognition in the media and community. In addition, sponsors this year will be recognized at our upcoming "Building Bridges" fundraising gala on March 18th at the historic Deering Estate, where we will be honoring Mayor Alex Penelas.

We appreciate Sun International's past support of Dade Heritage Trust by advertising in our Preservation Today magazine. Preservation Today gives much coverage to Dade Heritage Days events, assuring prominent coverage of individual sponsors.

Please call me with any questions you may have. We would love to work with you!



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Adolfo Henriques  
Ruth Jacobs  
Sallye Jude  
Lancy Liebman  
Leslie Pantin  
Iva Moore Parks  
Elizabeth Plater-Zyberk  
Janice Pryor  
Athalie Range  
Jorah Schaefer  
Don Slesnick

EXECUTIVE DIRECTOR  
Becky Roper Matkov

DADE  
HERITAGE  
TRUST

February 23, 2000

Mr. Alfred Sanchez  
Community Relations Director  
Royal Caribbean Cruises Ltd.  
1050 Caribbean Way  
Miami, FL 33132-2096

Dear Alfred,

At the suggestion of Pat Morris, I am enclosing information on Dade Heritage Trust, Miami's leading historic preservation nonprofit organization. We would be very interested in having you, or a responsible representative of Royal Caribbean interested in Miami's historic and environmental resources, serve on our Board.

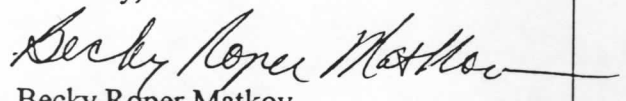
We thank you for Royal Caribbean's support of our upcoming book on Miami's Historic Neighborhoods by purchasing a profile. We are hard at work editing and assembling the book now and anticipate its distribution by early next fall.

We would also like to invite Royal Caribbean to be a sponsor of Dade Heritage Days. This two-month-long celebration of South Florida's historic, environmental and cultural heritage features over 100 events. Dade Heritage Days is highly publicized, receiving much media coverage in a multitude of newspaper feature stories and television talk shows and PSA's. In addition, Dade Heritage Days sponsors' names appear on 50,000 brochures, Metrorail signs and street banners.

I enjoyed meeting you at the Nature Conservancy's dinner last June at the Intercontinental, so I was sorry you were unable to attend the Dade Roundtable luncheon Pat held here at Dade Heritage Trust headquarters today. I hope we can meet again in the near future and discuss ways Royal Caribbean and Dade Heritage Trust can work together.

Thank you very much.

Sincerely,

  
Becky Roper Matkov  
Executive Director



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**EXECUTIVE DIRECTOR**  
Becky Roper Matkov

# DADE HERITAGE TRUST

## Responsibilities of the Dade Heritage Trust Board of Trustees

Since our founding in 1972 as a nonprofit 501(C)(3) membership organization, Dade Heritage Trust has worked to preserve our community's architectural, cultural and environmental heritage. Our restoration projects have included the Cape Florida Lighthouse on Key Biscayne, the Wagner Homestead in Lummus Park and Dr. Jackson's Office and Surgery, which is our headquarters. We partner with governmental bodies like the Downtown Development Authority to sponsor the Florida Main Street program along Flagler. We conduct workshops on restoration and neighborhood revitalization. We present our Dade Heritage Days celebration every spring, with close to 100 different events. And we spearhead campaigns to preserve public places like the historic Miami City Cemetery and the Miami Circle archeological site on the Miami River.

To do all that we accomplish requires a dedicated staff, a supportive membership, and a committed, capable, active Board of Trustees.

We ask our Trustees to

- 1) provide leadership on policy
- 2) attend a monthly Board meeting
- 3) pay Board dues of a minimum of \$100 (\$500 if possible)
- 4) chair or be responsible for a committee
- 5) represent DHT well in the community
- 6) secure corporate, foundation or individual support for Dade Heritage Days and Dade Heritage Trust projects
- 7) recruit at least five new members a year for Dade Heritage Trust
- 8) personally attend Dade Heritage Trust fundraisers and special events

**DevelopMentors, Inc.**  
*Targeting Solutions for Developing Resources...*

**Internet Fundraising**

*A Workshop Developed for the University of Miami Center for Non-Profit  
Management and the National Society of Fund Raising Executives  
Bennett A. Bramson, M.P.A.  
Facilitator*

*The P.R.O.S.P.E.R. Guide to Internet Fund Raising*

**FACT:** Internet fund raising is the fastest growing segment of the philanthropy field.

**FACT:** 54% of American homes have PC's and more than half of those, have Internet access. You now have direct communication to 27% of the American public and it's growing.

**FACT:** Telling someone you're not on the Net is like saying you have no phone. It is a communications vehicle that is growing with an estimated 400,000 Americans each year adding Internet service.

**FACT:** The Internet has literally forced some traditional businesses to adapt or disappear. Example: Encyclopaedia Britannica (now sold on CD only).

**FACT:** Learning to become proficient at the computer and Internet usage is as simple as learning to use a typewriter, a calculator, a new lesson in life, and the results are **MAGIC!**



**FACT:** Unlike the telephone, fax, or even telegraph before it, the Internet offers myriad options to reach your target audience. Examples include: e-mail, chat rooms, school research, government information, product information, books, on-line shopping, personal and business web sites, travel agencies, newsgroups, multi-level marketing, games, downloads (music, video, entertainment), tax assistance and support, stocks and so many more.

**HERE ARE SOME BASIC SITES to START EXPLORING the INTERNET:**

All begin with www.

Howto.yahoo.com/

altavista.com

ask.com

excite.com

askjeeves.com

google.com

lycos.com

yahoo.com

edmund.com

britannica.com

etrade.com

mp3.com

bankrate.com

expedia.com

wine.com

***Some Fund Raising Assistance Sites on the Internet:***

***NonProfit Times*** — [www.nptimes.com](http://www.nptimes.com)

***Association for Healthcare Philanthropy*** — [www.go-ahp.org](http://www.go-ahp.org)

***Chronicle of Philanthropy*** — <http://philanthropy.com>

***National Society of Fund Raising Executives*** — [www.nsfre.org](http://www.nsfre.org)

***NonProfit Technology Network*** — [www.nten.org](http://www.nten.org)

***Resources for Seeking Contributions on the Internet:***

"The Fund Raisers Guide to the Internet," by Michael Johnson.

"Fundraising and Friendraising on the Internet," by Adam Corson-Finnerty and Laura Blanchard.

"The Wilder Nonprofit Field Guide to Fundraising on the Internet," by Gary M. Grobman, Gary B. Grant, and Steve Roller

***Worldwide Web Sites:***

[www.fundonline.com](http://www.fundonline.com)

[www.craveronline.com](http://www.craveronline.com)

[www.fundraising.co.uk](http://www.fundraising.co.uk)

[www.nonprofit-info.org/misc/981027em.html](http://www.nonprofit-info.org/misc/981027em.html)

***E-mail Discussion Lists:***

<http://charitychannel.com/Forums>  
[autosshare@gilbert.org](mailto:autosshare@gilbert.org)

***On-line Fund Raising Sites:***

[www.greatergood.com](http://www.greatergood.com)

[www.charitableway.com](http://www.charitableway.com)

[www.igive.com](http://www.igive.com)

[www.giving.com](http://www.giving.com)

***Using Cause related Marketing as a tool for Internet Fundraising:***

- 1) **Utilize resources you are familiar with to ascertain the viability of cooperative relationships. Example: Contact your Internet website provider to place a link to their site in exchange for a reduction of your monthly fees. Multiple Sclerosis Foundation used this method to maintain its current rate, when service costs increased by 60%, saving \$ 300 per month.**
- 2) **The American Cancer Society has made effective use of sponsors and donors on its site and in advertising to increase its market share: Example: Drinking orange juice has been shown to fight cancer – your Florida Citrus Growers and ACS remind you to drink 3 glasses of orange juice each day.**
- 3) **Corporate responsibility and responsiveness: With the call to action for volunteers and philanthropy in America, the for-profits want to jump on the bandwagon as one of the “good guys.” Partner, or “piggyback” with a vendor, large business or organization to help provide sponsorships, donors, volunteers and other human and financial resources for your organization by offering space on your site. A word of caution: Government regulators are becoming more suspicious of these types of agreements, their legality and particularly the perception of violations of integrity. In other words, if you are an environmental organization, hooking up with Exxon, no matter how much they commit to your cause, may draw more ire and fire than the value of the return. Let your Board handle delicate issues and don’t be afraid to speak on the side of integrity.**
- 4) **Be careful to discern the fine line between cause-related marketing and straight advertising. The repercussions could be very lasting and impacting, in a negative way.**

*Here's a simple acronym to help make your Internet Fundraising experience more effective, and efficient.*

**P. -** Planning. An essential aspect of any successful venture. Set specific goals, objectives, timelines and activities to achieve your plan.

**R. -** Research. Just like the research you would conduct on a prospect for a successful solicitation, your fact-finding efforts are essential. I have provided some of the initial sources for you.

**O. -** Organization. An effective Internet approach CAN'T be done in a haphazard or slipshod manner. Organize your efforts, resources and thoughts.

**S. -** Staffing. Effective Internet communications does not lie in the realm of one individual working alone in a dark room facing a computer screen. It is a human resources effort that can, and should involve many members of your staff and organization.

**P. -** People. Who is your target market? Who do you want to reach? Find effective, interesting, informative and exciting tools to reach out to the people you seek to recruit, involve, solicit or build a relationship with.

**E. -** Experiment. Don't assume you'll get it right the first time. Be willing to take some risks and make some mistakes. Remember that errors are not failures, simply bumps in the road to improvement.

**R. -** Relationships. The essence of all successful fundraising is building relationships with your constituents. Never lose sight of the power of your individual contact to build your organization.

# Resources for Fundraising Online

Compiled by Putnam Barber, Editor, The Internet Nonprofit Center

This list was begun on August 12, 1999, and has been updated since from information supplied after inquiries on the cyber-accountability and CYBERGIFTS mailing lists and by readers. Some of the entries were provided by the providers of the listed services, others by individuals who have an interest in the subject.

**Additions, corrections and more complete information are all needed to make this catalog as useful as it might be. Please send anything that might be helpful to <mailto:editor@tess.org>**

Disclaimer: I have not checked the listed URLs for functionality nor verified the other information in any other way. This list is offered solely as a public service. No endorsement or other encouragement to rely upon any of these services should be inferred from the presence of an entry in this list; no disparagement should be inferred from the absence of any provider. As the previous paragraph indicates, this catalog is a work in progress. Please help to make it complete and accurate.

*Putnam Barber*

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Several readers have expressed a wish for some way of classifying all this information. I must say, I share that desire. Michael Stein offered a clear way to distinguish among some of the listed sites, and other helpful comments, in the December 27, 1999, issue of *NetAction*. You can read it at <http://www.netaction.org/notes/notes53.html>

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## 2du.com

<http://www.2du.com>

This site lists sales, specials, and events in local communities. Businesses or organizations can make a listing online for free or can purchase fancy ads (\$30). A Fundraiser can sell "fancy ad" tickets or can merely promote the site in their community so donors visit and purchase ads online. Up to 45% of any money made from your assigned city is shared.

## 4charity.com

<http://www.4charity.com>

The retailers distribute a percentage of all purchases generated from this site back to 4charity.com, which gives 100% of the money to charities.

## 4mycommunity.com

<http://www.nonprofits.org/npofaq/misc/990804olfr.html>

2/9/00

<http://www.4mycommunity.com/online/>

Shop on the web and help your school or community organization! It's as simple as 1, 2, 3: Find your organization. From there, click on a merchant and begin shopping. Your school or organization will receive a percentage of everything you purchase. *(From the website, 1/13/00)*

## **Active Computer**

<http://http://www.activecomputer.com/>

Active has an outstanding reputation for providing high quality support and software to the association/nonprofit industry for over eight years.

## **Affinity Partners**

<http://www.affinitypartners.com/>

For-profit firm that assists with design, maintenance and management of e-commerce sites for nonprofits.

## **All Charities**

<http://www.allcharities.com/home.html>

Scheduled to launch in October 1999: "The mission of AllCharities.com is to be the premier provider of applications and services to the collective marketplace of nonprofit organizations and philanthropic-minded individuals. AllCharities.com will leverage the efficiency and power of the Internet and emerging technologies to empower nonprofit organizations and to educate and inspire individuals." *(From the website.)*

## **The Alumni Shopping Mall**

<http://www.tasmall.com/joinus.htm>

14-page shopping malls with over 70 merchants. 70% of the total mall commissions paid to schools/associations. Non-binding agreement.

## **Animal Funds of America**

<http://www.animalfunds.org>

Provides a portal site where donors can find national animal welfare charities they wish to support. Donations can be made online to any charity via check, credit card, or gift of stock. AFA is a membership organization that reviews and certifies its members annually. In addition to its web site, AFA places its members into workplace employee fund drives, the largest being the Combined Federal

<http://www.nonprofits.org/npofaq/misc/990804olfr.html>

2/9/00



Campaign for federal employees.

## **Barnes & Noble**

<http://www.bn.com/mybnlink>

Whenever someone uses the link included in an emailed book recommendation from a friend, the sender receives 5%; they can donate the money to charity (one of five) or keep it for themselves. In addition, 1% of all sales is donated to First Book, a group in Washington, DC, that gives books to poor children.

## **Benefice.com**

<http://www.benefice.com>

Seeks to "encourage more people to give more money more effectively to charities" by reducing fundraising and educational costs for nonprofits, promoting planned giving among donors and allowing donors to "better evaluate and communicate with nonprofits."

## **Canadian Government**

<http://www.communitystorefronts.com>

Community Storefronts has been created by the Canadian federal government to encourage use of the Internet for electronic transactions of all kinds, commercial as well as charitable. currently has 25 nonprofit organizations accepting donations.

## **Care4Free**

<http://www.care4free.net>

Care4Free is a UK-based organization, "a free Internet Service Provider (ISP) for people who care. Our mission is to provide a wide array of free benefits to charities and organisations in the caring and non-profit making sector. We aim to achieve this by allowing good causes of all sizes to harness the power of the Internet for communications and fundraising. We are unique in that a proportion of 75% of profits go directly to registered charities. And, since any individual can choose Care4free as their free Internet provider, funds are raised everytime that person goes on-line." (From "about" on the care4free website. 12/9/99)

## **CBID.ORG**

<http://www.cbid.org>

non profit auctions.

## **CelebrityAuctions.com**

<http://www.nonprofits.org/npofaq/misc/990804olfr.html>

2/9/00

<http://www.celebrityauctions.com>

Interactive Celebrity Internet Auctions for Charities. A service of TEN97 (q.v.)

## Censure and Move On

<http://www.moveon.org>

Grassroots campaign -- which began as an online effort to support the censure of President Clinton -- has generated \$13 million in online pledges and signed up 500,00 "volunteers" for the cause.

## Changing Our World

<http://www.changingourworld.com/>

Mike Hoffman & Associates offer iCampaigns, "a new way of fundraising that combines professional campaign management and web technology." (*From the website, 12/15/99*)

## Charity Ball

<http://www.charityball.org/>

A Kentucky-based organization.

## Charitable Way

<http://www.charitableway.com>

Charitableway does much more than just connect your website. We actually author pages, scan in Fed 990's, follow up with donor thank you, provide receipts, drive traffic, etc.etc. If you have a website, we just add your pages. Because we use the latest technologies of high end e commerce (broadvision, oracle, verity, etc.etc.) we will enable donor personalization of the site and permit charities to have their own bulletin boards/community to discuss activities etc. All included.

Fees are variable but guaranteed never to exceed 9.9% for any program, and our matching programs can drive it to below 5% in some cases.. We even handle the charity sign up for most states.

## Charities Today

<http://www.charitiestoday.com>

Provides comprehensive and analytical information about charities to potential donors and other supporters.

## Charity Counts

<http://www.nonprofits.org/npofaq/misc/990804olfr.html>

2/9/00

<http://charitycounts.com>

"You can find a cause that matters to you, and make a difference. Find out who's working to improve our communities. Donate to your favorite cause. Shop at your favorite online store, at no extra cost to you - and benefit the nonprofit of your choice. Participate in one of our charity auctions. It's easy! Get involved in upcoming events. Talk with others about what counts." *(From the website, 12/19/99)*

## CharityGift

<http://www.charitygift.com>

"Generosity is now being offered in a to-go box with the opening of Charitygift, an online company that makes it simple and easy to recognize friends, colleagues and clients with a donation to a worthwhile cause in their honor. Charitygift is an entirely new gift category, offering a convenient alternative to the seemingly useless gifts being exchanged year after year. A Charitygift can be used to honor a friend, family member or colleague; demonstrate support for someone raising money to benefit a special cause, or pay tribute to a lost loved one." *(From a press release on the site, 12/19/99)*

## Charity Gifts

<http://www.charitygifts.com/>

Invites purchases which will result in contributions to a short list of well-known charities in Britain.

## CharityMall

<http://www.charitymall.com>

## CharityWave

<http://www.charitywave.com/>

"CharityWave.com is a free, charity-support service that makes sure 100 percent of every dollar you donate goes directly to the cause or organization that you want to help. All transaction costs are paid by Wave Systems Corp., so the charities benefit from every single dollar of your contribution. CharityWave guarantees that your personal information is kept secure and confidential, and it protects the privacy of your charitable donation." *(From the website. 12/9/99)*

## CharityWeb

<http://www.charityweb.net/>

CharityWeb designs, hosts, and maintains secure, on-line payment processing forms that charities can use to add e-commerce to their Websites by selling items from their Website, accepting registrations for events, accepting donations, etc. CharityWeb believes that donors want to connect directly with

charities and don't want what they perceive to be a large percentage of their donation going to a middleman. Our forms and fees are designed so that we are as unobtrusive as possible.

## **Children's Charities of America**

<http://www.childrenscharities.org>

Provides a portal site where donors can find national children's charities they wish to support. Donations can be made online to any charity via check, credit card, or gift of stock. CCA is a membership organization that reviews and certifies its members annually. In addition to its web site, CCA places its members into workplace employee fund drives, the largest being the Combined Federal Campaign for federal employees.

## **Communitybids.com**

<http://communitybids.com>

Community Bids allows organizations to hold on-line auction fundraisers and is a great way to raise money and have fun! Fast and simple to set up, this full-service site will walk you through the whole process of holding an on-line auction.

## **Conscious Change**

<http://www.donate.net>

## **Conservation and Preservation Charities of America**

<http://www.conservenow.org>

Provides a portal site where donors can find national environmental charities they wish to support. Donations can be made online to any charity via check, credit card, or gift of stock. CPCA is a membership organization that reviews and certifies its members annually. In addition to its web site, CPCA places its members into workplace employee fund drives, the largest being the Combined Federal Campaign for federal employees.

## **Consumer Saints**

<http://www.ConsumerSaints.com>

An on-line shopping mall that allows users to raise money for the charity of their choice. Just for stopping by, users automatically receive \$3. Users can shop at over 200+ stores including Amazon.com. Real-Time statistics and payment monitors allow the users to see exactly how their money is being sent. *(Email from Consumer Saints staff on 1/6/00)*

## **Contribute.com**

<http://www.nonprofits.org/npofaq/misc/990804olfr.html>

2/9/00

<http://www.contribute.com/>

"Contribute.com works quietly and invisibly behind the scenes to enable your donors to make contributions from your web site. We custom build an online payment form to match the look and feel of your existing web site. It looks just like you had created it yourself." A processing fee is charged. (From the website, 12/15/99)

## CreateHope.com

<http://www.createhope.org>

Nonprofit organizations can present a profile of their organization and cause; and donors will be able to come online, research the charities, and make an online donation. CreateHope also provides e-commerce capabilities to non-profits for their own web sites. (From email 12/17/99)

## CyberCares

<http://www.cybercares.com/>

A shopping service featuring named nonprofit organizations and online merchants. Appears to be affiliated with [SchoolSupport.com](http://www.schoolsupport.com).

## CyberGifts

<http://charitychannel.com/forums/>

An online discussion forum operated by CharityChannel and "open to any person who shares an interest in any aspect of charitable fund raising over the Internet. It will be particularly of interest to officers, directors, and staff of nonprofit organizations, Internet consultants and other professionals who advise nonprofit organizations, and those who have developed for-profit fund-raising sites for the nonprofit community. It will further be of interest to those with an interest in the law and ethics of tax-exempt organizations at these topics relate to inter-state, inter-provincial, and/or international fundraising over the Internet." To subscribe, use the Web address above, scroll down to the CyberGifts entry, and follow the instructions there. This is a moderated list.

## CyberGold

<http://www.cybergold.com/>

Allows donations to selected charities.

## CyberGrants

<http://www.cybergrants.com>

A philanthropy Web site that streamlines the grant application and grantmaking process for not-for-profit organizations and corporate and private foundations. Foundations can now establish an immediate, free Web presence that lists their grant guidelines, mission statement and other pertinent background information, and obtain a free 30-day trial of the system's robust Web-based grants management software. Nonprofits can access CyberGrants free of charge to research grant guidelines and create, maintain and submit online proposals directly to member foundations. *(Adapted from a press release dated 12/16/99.)*

## Do Unto Others

<http://www.duo.org>

Provides a portal site where donors can find national and international relief and development charities they wish to support. Donations can be made online to any charity via check, credit card, or gift of stock. DUO is a membership organization that reviews and certifies its members annually. In addition to its web site, DUO places its members into workplace employee fund drives, the largest being the Combined Federal Campaign for federal employees.

## donate.net

<http://www.donate.net>

## DonationMarketplace.com

<http://www.donationmarketplace.com/>

Invites visitors to donate an item which will be auctioned online with the proceeds going to a charity the donor names. Offers other fundraising mechanisms, including sales of new items that generate royalties, etc. *(Gleaned from the website, 1/20/00)*

## DonorDigital

<http://www.donordigital.com/>

an Internet consulting and Web development company specializing in helping nonprofit organizations use the Internet for fundraising, marketing, and advocacy. donordigital.com works with large and medium size nonprofits to help them use e-mail and the Web *(From "About" on the website, 12/18/99)*

## DonorNet

<http://www.donornet.com/>

## e501

<http://www.nonprofits.org/npofaq/misc/990804olfr.html>

2/9/00



<http://www.e501.com> :: but see <http://www.helpnetworks.com/>

A shopping site that offers rebates and other benefits to both schools and nonprofits; has changed its name to Helpnetworks. (11/30/99)

## **eBay**

<http://pages.ebay.com/fundraising/>

The popular online auction site offers services specially designed for nonprofits to use in fundraising.

## **eContributor.com**

<http://www.econtributor.com/>

"eContributor.com is your source for fundraising and volunteers on the Web. We are the standard for online solicitation. We deliver a secure and creative ecommerce solution for those who take financial and grassroots development seriously." (From the website, 1/21/00)

## **Educate America!**

<http://www.educateamerica.org>

Provides a portal site where donors can find national education charities they wish to support. Donations can be made online to any charity via check, credit card, or gift of stock. EA! is a membership organization that reviews and certifies its members annually. In addition to its web site, EA! places its members into workplace employee fund drives, the largest being the Combined Federal Campaign for federal employees.

## **eGrants**

<http://www.egrants.org>

eGrants.org is the first nonprofit-run service to combine the power of Internet marketing with grantmaking know-how. "eGrants.org is redefining philanthropy by creating an immediate technological link between prospective donors and progressive nonprofits," said China Brotsky, executive director of the new Internet foundation. "Now organizations of all sizes can use the same electronic resources deployed by businesses to reach a new generation of Internet-savvy supporters and raise more funds." (From a 10/13/99 press release.)

## **Electronic Funds Corporation**

<http://www.achnetwork.com/erc.htm>

"Many charities, non-profit organizations and churches have found that accepting donations via

<http://www.nonprofits.org/npofaq/misc/990804olfr.html>

2/9/00



Electronic Funds Transfer (EFT) is not only less expensive, and time consuming but gives a much greater dollar return than conventional old ways of receiving donations." *(From a press release.)*

## **Enews.com Not-for-Profit Newsstand Network**

<http://www.eneews.com/network/nn/nonprofit>

Created especially for not-for-profit organizations and school groups, the Enews.com Not-for-Profit Newsstand Network lets you offer magazine subscriptions through your web site at the guaranteed lowest prices on the Internet. For each subscription placed, you earn 16% of the subscription cost. You control which and how many magazines you offer and you never have to offer any magazines you don't want. Everything you need is provided to let you quickly and easily set up your own magazine rack. This is a great way to raise funds and add additional content to your site for free.

## **Entango**

<http://www.entango.com/>

## **e-Service Quarterly**

<http://www.spea.indiana.edu/esq>

The e-Service Qu@rterly is a multi-disciplinary journal aimed at publishing high-quality, original, innovative, peer-reviewed research about the design, delivery and impact of electronic services rendered using a variety of computing and communication technologies. The journal combines both private sector and public sector perspectives regarding electronic services and thus bridges e-Business and e-Government. To be published starting in the Fall of 2000 by Indiana University Press. *(From an announcement dated 11/23/99)*

## **etapestry**

<http://www.etapestry.com/>

Communications and donor management software run over the internet for a monthly fee. Downloadable version also available.

## **Excess Access**

<http://www.excessaccess.com>

"The Excess Access service links business and household item donations with nonprofit wish lists and suggested local delivery companies." *(From the website, 12/15/99.)* Other services are offered as well. There is a \$5.00 registration fee every six month to participate in the surplus property exchange.

## **friendswhogive.com**

<http://www.nonprofits.org/npofaq/misc/990804olfr.html>

2/9/00

<http://www.friendswhogive.com>

Charities sell magazine subscriptions via their own "Internet Newsstand" as a fund raising mechanism (template, script, etc., provided by "Friends Who Give")

## **Fund-Raising.Com**

<http://www.fund-raising.com>

"The Source For Fund-Raising Information on the Internet." Ideas, products, resources all about fundraising. (Per NicheNet Inc, 12/12/99)

## **The Fundraiser**

<http://www.thefundraiser.org>

My company creates online global malls for your non-profits website. You can make money all year round with your web site visitors purchasing items from your global mall. These malls are custom for your site they are branded with your site's name and everything. We manage the mall for you so you guys don't have to do anything but promote it within your organization. *From Christopher Kren, 10/2/99.*

## **FundraisingAuctions.com**

<http://www.fundraisingauctions.com/>

"Great Deals For Great Causes." Turn donated merchandise into cash through an online auction. Also allows individuals and companies to donate goods to your group online. Free service. (Per NicheNet, 12/12/99)

## **Fund\$Raiser Cyberzine**

<http://www.fundsraiser.com>

## **Fund Online**

[www.fund-online.com](http://www.fund-online.com)

See [Online Fundraising Resources Center](#) below.

## **Future Focus**

[www.futurefocus.net/web.htm](http://www.futurefocus.net/web.htm)

Future Focus has created Instant Web Pages for planned giving - a breakthrough in quick, economical

<http://www.nonprofits.org/npofaq/misc/990804olfr.html>

2/9/00

and professional fund raising web pages. Charities, schools and universities that have had a planned giving web site for a year or more report remarkable inquiries and stories as to gifts received (five and six figure gifts!) directly and solely as a result of their web pages. Future Focus uses an approach consistent with those sites that have demonstrated success in attracting inquiries and gifts. They use an emotional appeal using true stories of the heartfelt response donors feel that transcends tax credits. *(From Dick Kellogg of Future Focus 11/1/99.)*

## GaZoom

<http://www.gazoom.com/>

GaZoom is an Internet company which has developed a membership kit that charitable organizations can sell for a profit. Your supporters receive \$200.00 worth of value for \$20.00, and once they register on-line, they begin to receive "deals" relevant to their needs, which are sent directly to their home or business e-mail address.

## GiftSpot

<http://www.giftspot.com>

Customers can donate their spare change to charity

## Give On-Line

<http://www.giveonline.org>

## GiveForChange

<http://www.giveforchange.com/>

GiveForChange.com gives people an easy way to make online donations to causes they care about. There are over 280 groups on the site in 11 different categories, including the environment, children & family, human rights and economic justice. GiveForChange.com is responding to the needs of nonprofit groups to develop new, lower-cost alternatives to expensive fundraising events or direct mail campaigns. It also puts smaller, lesser-known nonprofits on an equal footing with larger nonprofits, allowing all the same exposure and fundraising opportunities. All GiveForChange donations are processed by [eGrants.org](http://www.eGrants.org), a subsidiary of the Tides Foundation, which has a 20 year track record in supporting nonprofits working for social change. *(Email from GiveForChange 1/6/00.)*

## Givenation.com

<http://www.givenation.com/>

Are you a nonprofit? If you want to add dot.com to your fundraising without adding dot.com to your name to combine the power of the Internet with what we believe is everyone's instinct to help those who really need it. *(A new service, expected to be online 1/25/00. The description is from the preliminary website, excerpted on 1/21/00.)*

<http://www.nonprofits.org/npofaq/misc/990804olfr.html>

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## **GiveToCharity.com**

<http://www.givetocharity.com>

"Enables a "Click Here to Donate" capability directly on the nonprofit's website. Hundreds of nonprofits using our ecommerce solution are in an alphabetic and searchable database."

## **The Giving Network**

[www.thegivingnetwork.com](http://www.thegivingnetwork.com)

An educational site dedicated specifically to nonprofit organizations in the Pacific Northwest and the people who support them. The Giving Network offers comprehensive, analytical information about charities, original content and local news as well as secure online giving, donation administration services, a volunteer registry, an in-kind gift registry, and an event calendar free to qualified nonprofit organizations. The Giving Network has a database of more than 30,000 nonprofit organizations in Washington, Idaho, Oregon and Alaska. Visitors can search for organizations by name, cause, category, or region. Transaction fee of 8% collected on donations designated for participating charities. (12/1/99)

## **Grant Match**

<http://www.GrantMatch.com>

GrantMatch.com is a pro-active U.S. and Canadian internet portal for nonprofits to list their desired grants in a central clearinghouse forum. Nonprofits list a Registration describing their organization and Proposals describing specific grant requests [in dollars or things (e.g.: computers)]. Grantmakers, particularly large foundations, can also list a Registration describing their organization and specifically their areas of interest in funding. Reviewing these listings can reduce nonprofits' inappropriate grant submissions. Consultants such as grant writers, evaluators, fundraisers, attorneys and accountants that service the nonprofit area are also listed. (Email from GrantMatch 11/17/99.)

## **Grants Direct**

<http://www.grantsdirect.com>

Provides information on Maryland foundations and grants.

## **GreaterGood.Com**

<http://www.greatergood.com>

From a press release dated 9/29/99: "GreaterGood.com is the nation's largest cause-focused e-commerce company that helps NFP organizations tap into the year-round revenue potential of the fast-growing online shopping market. Based in Seattle, the company generates sustainable new sources of revenue for its not-for profit partners through building, marketing and managing e-commerce

<http://www.nonprofits.org/npofaq/misc/990804olfr.html>

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"shopping villages" that link from the NFPs' homepages and are branded with each not-for-profit's own name and graphic identity. The company is committed to adding a charitable giving quotient to the standard online shopping criteria of quality, convenience and service, co-marketing with its partners via the Internet as a means to increase membership and other bases of support. For more information, visit GreaterGood.com at [www.GreaterGood.com](http://www.GreaterGood.com), or call 888-509-7676."

## **Health and Medical Research Charities of America**

<http://www.hmr.org>

Provides a portal site where donors can find national charities working in the fields of health issues and medical research they wish to support. Donations can be made online to any charity via check, credit card, or gift of stock. HMRCA is a membership organization that reviews and certifies its members annually. In addition to its web site, HMRCA places its members into workplace employee fund drives, the largest being the Combined Federal Campaign for federal employees.

## **HelpNetworks.com**

<http://www.helpnetworks.com>

Runs shopping malls at <http://www.helpanonprofit.com/> and <http://www.helpaschool.com/>.

## **Helping.org**

<http://www.helping.org/>

A service of the AOL Foundation, Helping.org allows visitors to make donations to any recognized 501(c)(3) that has not opted out of their system, charges no fees (though there is a credit-card processing fee deducted from the donation en route to the recipient), and offers volunteering, technical assistance and other links as well. The database of recognized charities is provided by Guidestar (<http://www.guidestar.org>). (-PB 10/21/99.)

## **helptheworld.com/**

<http://www.helptheworld.com/>

## **HelpNetworks**

<http://www.helpnetworks.com/>

Offers links to merchants who will make payments to charities or schools selected by the purchaser based on purchases. (11/30/99)

## **HelpTheWorld.com**

<http://www.helptheworld.com/>

<http://www.nonprofits.org/npofaq/misc/990804olfr.html>

2/9/00

"Our mission is to help the world by generating money for charity with this website. We donate 50% of the profit we make with this website to charities you help select. This money comes from advertisers, sponsors, and online stores that pay us referral fees. Most importantly, you can make a difference by visiting our website every day." *(From the website, 1/15/00)*

## **Human and Civil Rights Organizations of America**

<http://www.hcr.org>

Provides a portal site where donors can find national human rights charities they wish to support. Donations can be made online to any charity via check, credit card, or gift of stock. HCROA is a membership organization that reviews and certifies its members annually. In addition to its web site, HCROA places its members into workplace employee fund drives, the largest being the Combined Federal Campaign for federal employees.

## **The Hunger Site**

<http://www.thehungersite.com/>

Sponsored by several corporations. Every time that you go to that site and click on the "Donate Free Food" button, one of those corporations will make donation to feed a starving person for one day. You can do this once a day. This is a form of advertising for the sponsoring corporations. It gets their name in front of you, just the way that a television commercial does. It does not cost you anything to make this donation - everything is paid for by the sponsoring corporation.

## **icharity.net**

<http://www.icharity.net>

Offers a variety of services to charities including the ability to raise funds on-line, distribute electronic messages, manage mailing lists.

## **i-Check**

<http://http://www.paybycheck.com/>

i-Check is the largest and most secure internet check transaction company.

## **igive.com**

<http://www.igive.com>

"Turning everyday online shopping into philanthropy." iGive has developed a processing system which may permit online shoppers ("members") to take tax deductions for charitable donations based on rebates from merchants. "The salient points -- It's the member's money (it's a rebate), the member



is in complete control, the member chooses the cause, the deductibility is subject to the particular status of the taxpayer and the organization the money is donated to, the donation doesn't happen until we send the check, and the process we've invented to make this work on the Internet is patent-pending." (From Robert Grosshandler, CEO, October 6, 1999)

## **iHelpSupport.com**

<http://www.ihelpsupport.com>

eCommerce For A Cause - Each group gets their own online shopping mall where 30% - 50% of sales goes back to the group. Also accept online donations and link to your online fundraising auction. (*Per NicheNet, 12./12/99*)

## **Independent Charities of America**

<http://www.independentcharities.org>

ICA's highly trafficked web site is a portal site where donors can find national charities they wish to support. Charities are categorized by type of service and donations can be made online to any charity via check, credit card, or gift of stock. ICA is a membership organization that reviews and certifies its members annually. In addition to its web site, ICA places its members into workplace employee fund drives, the largest being the Combined Federal Campaign for federal employees.

## **Internet Association Corporation**

<http://www.iaccorp.com/>

Website developer with a claimed speciality in creating "online communities."

## **i-Progress**

<http://www.i-Progress.com>

Internet Fundraising, Publicity, and Advertising For Progressive Candidates and Causes.

## **iReachOut.com**

<http://www.ireachout.com/>

Formerly shop4charity. New features announced 12/22/99: "Now with the addition of electronic greeting cards, every time an individual sends an iReachOut™ Greetings 10 cents will be donated to the charity specified. Membership is free and members can send as many cards as they like with no cost incurred. In addition to electronic greeting cards, members have access to over 100 brand name merchants who provide a percentage of the cost of online purchases to the charity the buyer selects."

## **I've Been Good**

<http://www.ivebeengood.com/>

Allows visitors to create personalized gift wish lists that can be forwarded to family and friends. Encourages the inclusion of charitable donations (to a short list of charities) among possible gifts. Charities wishing to be included among the options must contact the site developers. *(From the webpage 11/17/99.)*

## **Kagi**

<http://www.kagi.com>

A "cash register" for non-profits who want to accept donations via the Internet. There is no signup fee, there is no monthly fee, and a merchant account is not required. Participants put a link on their web sites that goes to a secure online order page on the Kagi web site. A sponsor decides to contribute, they click on the link and provide their payment details. Kagi processes the donation, sends the sponsor an email with your customized message, then sends a copy of the same message to you. Optionally, Kagi can send the sponsor a copy of the receipt via postcard for tax purposes with another customized message. Once a month Kagi sends the donations to you and also sends a database import file with all the donation details that came previously via email. Kagi takes a transaction fee on each donation. *(Email from Kagi, 1/28/00)*

## **KickStart**

<http://www.kickstart.com>

Charities can set up their own websites using KickStart's format.. The charity will receive 50% of revenues from ads and commissions on shopping, plus a small royalty for each search.

## **The Lindon Group**

<http://www.donare.com/>

Donare is Latin meaning "to give". Giving or helping others provides personal satisfaction and pride, and suggests that you have a passion for a cause, event, person or candidate. Passion is good. Action is good. Apathy and inaction are not.

## **LitLamp**

<http://www.litlamp.com/>

See the [Martin Resource Group](#) below.

## **Local Independent Charities of America**

<http://www.nonprofits.org/npofaq/misc/990804olfr.html>

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<http://www.lic.org>

Provides a portal site where donors can find local charities they wish to support. LIC currently provides listings in 12 states, but we are eager to add more to our list. Charities are categorized by type of service and donations can be made online to any charity via check, credit card, or gift of stock. In addition to its web site, charities can apply to join LIC to participate in workplace employee fund drives, the largest being the Combined Federal Campaign for federal employees.

## Local Voice

<http://www.LocalVoice.com>

Local Voice provides a suite of web-based solutions to enable organizations to reach and strengthen relationships with donors including relationship management and online fundraising software for organizations. Local Voice has experience in traditional fundraising methods as well as offering on-line tools, and offers consulting services to for developing customized online strategies. *(From email and the website, 1/29/99)*

## Maguire/Maguire, Inc.

<http://www.maguireinc.com>

A marketing consulting firm that offers nonprofit association management services, workplace campaign management, and Internet services. Internet services include the "Give Button" which allows a charity to use a standard or custom donation form to accept donations from their web site. Donations can be made via check, credit card, or gifts of stock. The form includes a section for a donor to offer their gift in memory of or in honor of a special person, and allows the notification letter to be sent to a third party. Donors and charities are notified immediately via email of the donation. The transaction fee is 7.5%, lower than any similar product.

## Martin Resource Group

<http://www.litlamp.com>

Fee based website for organizations seeking sponsorships for events. "A virtual sales effort that connects you directly with sponsors who are informed buyers."

## Membership4U.com

<http://www.membership4u.com/>

Build membership and collect dues/donations/data, etc.. Automated (user friendly) cyber-forms allow your (United States Only) nonprofit organizations to except Visa, MasterCard, AmericanExpress, and bank-checks online for a fraction of the cost of other such sites or shopping carts. This service is provided by the eServices, Corporation Toll Free: 877-866-4848.

## **Military, Veterans & Patriotic Service Org's of Am**

<http://www.mvpsoa.org>

Provides a portal site where donors can find national charities with a military emphasis they wish to support. Donations can be made online to any charity via check, credit card, or gift of stock. MVPSOA is a membership organization that reviews and certifies its members annually. In addition to its web site, MVPSOA places its members into workplace employee fund drives, the largest being the Combined Federal Campaign for federal employees.

## **mycause.com**

<http://www.mycause.com/>

## **Netcentives**

<http://www.netcentives.com/>

Offers "customer loyalty" rewards for online activities.

## **netgrocer.com**

<http://www12.netgrocer.com/2ndharvest/>

Grocery Shopping Online (has online mechanism to donate extra food baskets to Second Harvest Food Network).

## **New Tithing**

<http://www.newtithing.org/>

*Newtithing Group* is a philanthropic research organization committed to increasing charitable giving, personal fulfillment, and the productivity of donations to the non-profit sector... Our extensive financial research of IRS data and national wealth suggests that well-off individuals can comfortably afford to donate to charity hundreds of billions of additional dollars each year — while barely affecting their net worth. *(From the webpage.)*

## **nextwave.com**

<http://www.nextwaveworld.com>

10% of sales to charities they choose

## **Nonprofit Advocate**

<http://www.nonprofits.org/npofaq/misc/990804olfr.html>

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<http://www.thenonprofitadvocate.com>

My site, [www.thenonprofitadvocate.com](http://www.thenonprofitadvocate.com), provides information to NPO's. My newsletter, available from the site, provides direct info on how to raise money on the web.

## Nonprofit Online News

<http://www.gilbert.org/news/features/feature0021.html>

Article summarizing a conference session exploring methods and techniques for online fundraising.

## The Non-Profit Shopping Mall

<http://www.npsmall.com/joinus.htm>

14-page shopping malls with over 70 merchants. 70% of the total mall commissions paid to organizations. Non-binding agreement.

## Nonprofit Zone

<http://www.nonprofitzone.com>

## Online Fundraising Mailing List

<http://www.gilbert.org/fundraising/>

Email queries and responses among people engaged in the design and operation of online fundraising sites and the suppliers who work with them. This is a moderated list.

## Online Fundraising Resources Center

<http://www.fund-online.com>

This collection of online fundraising resources is the work of Adam Corson-Finnerty and Laura Blanchard, Department of Development and External Affairs, University of Pennsylvania Library. It contains excerpts from their book, *Fundraising and Friend-Raising on the Web*, now available from ALA Editions. It also includes teaching materials from classes and presentations.

## Peoplink

<http://www.peoplink.org/>

Handmade gifts from around the world. A nonprofit marketplace benefiting grassroots artisans and their communities. (*From the website, 1/15/00*)

## Philanthropy Center

<http://www.philanthropycenter.org>

An online information resource for charitable and nonprofit donors in peninsula and Silicon Valley (California). Sponsored by the Center for Venture Philanthropy.

## Politics Online

<http://www.politicsonline.com/onlinefundraising/index.shtml>

Not charitable fundraising, but still interesting in this context: "October 7, 1999 -- The results of PoliticsOnline's first quarterly "Follow the Money Online" survey of political fundraising on the Internet show seven presidential candidates raised \$1,236,000 on the Internet through the end of September, 1999. The survey analyzes the major presidential candidates whose campaign websites accept online donations."

## publicspirit.com

<http://www.publicspirit.com/>

"PublicSpirit.com is a Walnut Creek, California-based company that provides an online mechanism for people to contribute to their favorite causes while purchasing items like computer equipment and, starting in November, office products and other products. The idea is that 50% of the gross profit (the competitively discounted price to the shopper minus the cost of the item to PublicSpirit.com) from each sale goes to the shopper's selected organization." (From NPTalk, 10/5/99)

## Raffle House

<http://www.raffle-house.net/>

We operate raffles for nonprofit organizations. If you are interested in supporting worthy charities, and winning extraordinary prizes, please come and see us. We can raise money for your nonprofit organization. If you would like to find out more about what we do. Look at what we are doing for other great charities. (*From Todd Severance to the NONPROFIT list on October 2, 1999.*)

## RemitNet, Inc

<http://www.remit.net/>

RemitNet has designed a complete solution to enable non-profit organizations to leverage the Internet to effectively fundraise in the new millennium. Our innovative Web-based system provides the functionality to accept secure online credit card transactions without the significant up-front investment in time, money, and resources. We offer a complete solution through our suite of products that include Online Donations, Event Registration and Memberships. Our affordable Pricing Plan is designed for non-profits of all sizes and enables you to bundle products and maximize savings. In

<http://www.nonprofits.org/npofaq/misc/990804olfr.html>

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addition, we provide you with online marketing assistance and strategies to help you leverage and drive traffic to your Web site. *(From Jay Barker, RemitNet, 10/20/99.)*

## **SchoolCash.com**

<http://www.schoolcash.com>

"SchoolCash is a shopping site for school supporters with 150 affiliated merchants and very generous commissions. To enroll schools should call 1.800.688.6252. In addition to online merchants there are opportunities to buy certain items off line, such as name-brand electronics, long distance service, and discount brokerage services. There are no fees involved and merchandise is never marked-up. SchoolCash ensures supporters that their transactions will be kept completely confidential." *(From David Greene of SchoolCash, 12/12/99)*

## **SchoolSupport.com**

<http://www.schoolsupport.com/page2.htm>

Appears to be affiliated with [CyberCares](#).

## **SecureNet**

<http://www.securenet.net>

System for processing checks (including donations checks) from touch-tone phones.

## **seeUthere.com**

<http://www.seeuthere.com>

seeUthere.com offers special event coordination service to help nonprofit organizations by smoothing the administrative and logistical tasks of producing successful events and generating funds. Everything in the service is totally automated! The online service includes the creation of a WEB Event Page and WEB Organization Page that will create invitations that are sent through email, fax and direct mail. RSVP's are done through the WEB and via telephone response. The service handles automatic reminders as well as membership management of an organization's database. seeUthere.com also provides ecommerce solutions for ticketing, online donations and will soon include online auctions. The event coordination service is surrounded with the seeUthere.com Event Epicenter providing "everything else" the NonProfit coordinator may need - hotel bookings, volunteer matching, forums, employment classifieds, chat.

## **SchoolPop**

<http://www.schoolpop.com>

Raises money for schools through links to merchants.

<http://www.nonprofits.org/npofaq/misc/990804olfr.html>

2/9/00

or gift of stock. WCFS is a membership organization that reviews and certifies its members annually. In addition to its web site, WCFS places its members into workplace employee fund drives, the largest being the Combined Federal Campaign for federal employees.

## **YardSale.com**

<http://www.yardsale-net.com/>

Hosts charity auctions.

## **Your School Shop**

<http://www.yourschoolshop.com/>

A shopping mall that sends up to 30% of purchases to schools designated by shoppers. Schools much choose to participate. Operated by GreaterGood.com.

Stan Hutton announced September 23, 1999, through his "About Nonprofits" email newsletter that he maintains two pages covering similar information to the entries above. Here is his text:

### **ONLINE FUNDRAISING**

I've split the Online Fundraising links page into two pages because it was being overwhelmed by websites accepting donations on behalf of charities and online malls passing along percentages to nonprofit organizations.

<http://nonprofit.about.com/msubdonl.htm> will now list malls and other examples of online fundraising. We will see how this goes. I have been accepting links to these sites after I visit the site and satisfy myself as best I can that the site is legitimate. If I'm overwhelmed with link requests I may decide to take down this page. I'm also adding a disclaimer to the page and asking people to be cautious in making donations, online and off.

<http://nonprofit.about.com/msubonl.htm> will have links to articles and sites discussing methods, theories and research concerning raising funds on the Web.

Information on subscribing to "About Nonprofits" can be found at <http://NONPROFIT.about.com/gi/pages/mmail.htm>

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see The Fundraiser

## **UrbanEvents.com**

<http://www.urbanevents.com/>

Allows event planners to announce events and sell tickets (including reserved seating and other details) online. There is no charge for the "base service." The service is described as being suitable for handling everything from an in-home charity event to a full-featured cruise. (*From the website, 1/20/00*)

## **Virtual Charity Ball**

<http://www.charityball.org>

## **Virtual Foundation**

<http://www.virtualfoundation.org/>

We have been experimenting with online fundraising for small environmental projects initiated by local non-governmental organizations. Information about every aspect of our project including proposals that have been funded, projects awaiting donors, administrative procedures, and foundations supporting the project is available on our website.

The Virtual Foundation was begun as a model of online philanthropy and is committed to a maximum degree of transparency. We hope that others can learn from our efforts, replicate what we have developed, and give us constructive criticism so that we may improve the model. The Virtual Foundation has already been replicated successfully in

## **webcharity.com/**

<http://www.webcharity.com/>

Online auction

## **WeCareToo**

<http://www.wecaretoo.com>

## **Women, Children & Family Service Charities**